

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-134. (Canceled)

135. (Currently Amended) A method, comprising:

providing a plurality of commercial icons ~~associated with at least two different commercial entities~~ for presentation to and selection by a user, wherein each commercial icon is associated with an indicated commercial entity, and wherein the plurality of commercial icons are associated with at least two different commercial entities;

receiving a number of indications of a first type of action by the user identifying respective ones of the commercial icons for inclusion in a user selected combination of commercial icons;

determining whether the received indications of the first type of action by the user match at least one winning combination; and

providing an award if the received indications of the first type of action by the user match the at least one winning combination.

136. (Currently Amended) The method of claim 135, further comprising:

receiving a number of indications of a second type of action by the user identifying respective ones of the commercial icons; and

in response to each of the received indications of the second type of action by the user, linking the user to a corresponding location on a network corresponding to the respective one commercial icon identified by the received indication.

137. (Previously Presented) The method of claim 135, further comprising:

receiving a number of indications of a second type of action by the user identifying respective ones of the commercial icons; and

in response to each of the received indications of the second type of action by the user, presenting an advertisement.

138. (Previously Presented) The method of claim 137 wherein the advertisement is associated with a product provided by the commercial entity associated with the commercial icon.

139. (Previously Presented) The method of claim 137 wherein receiving a number of indications of a first type of action by the user identifying respective ones of the commercial icons comprises receiving an indication that the user has selected a button proximately associated with the respective commercial icon with a cursor and wherein receiving a number of indications of a second type of action by the user identifying respective ones of the commercial icons comprises receiving an indication that the user has selected the respective commercial icon with the cursor.

140. (Previously Presented) The method of claim 135, further comprising:

for each of the received indications of the first type of action by the user, providing a promotional offer for a product provided by the commercial entity associated with the commercial icon.

141. (Previously Presented) The method of claim 135, further comprising:

determining if a subset of the received indications of the first type of action by the user matches a portion of the at least one winning combination; and

providing an award if the received indications of the first type of action by the user match at least a portion of the at least one winning combination.

142. (Previously Presented) The method of claim 135, further comprising:

changing an image in the commercial icons when a cursor is moved over the commercial icon by the user.

143. (Previously Presented) The method of claim 135 wherein providing a plurality of commercial icons associated with at least two different commercial entities for presentation to and selection by a user comprises presenting an image of at least one of a trademark, a service mark, a commercial name, a commercial logo, a commercial corporate slogan, a geographical mark, a book cover, a compact disc cover, a digital video disc cover, a movie poster, a Previously Presented movie release list, or a Previously Presented music release list.

144. (Previously Presented) The method of claim 143 wherein the presenting of an image comprises presenting the image on a display screen or presenting the image on at least one piece of printed material.

145. (Previously Presented) The method of claim 135 wherein providing a plurality of commercial icons associated with at least two different commercial entities for presentation to and selection by a user comprises presenting an audio track of at least one of a trademark, a service mark, a commercial name, a commercial logo, a commercial corporate slogan, or a commercial jingle.

146. (Previously Presented) The method of claim 135, further comprising:

receiving a number of indications of a first type of action by a plurality of additional users identifying respect ones of commercial icons for inclusion in respective user selected combinations of commercial icons before determining whether the received indications of the first type of action by the user match at least one winning combination.

147. (Currently Amended) A method, comprising:

providing a plurality of commercial icons ~~associated with at least one commercial entity~~ for presentation to and selection by a user, wherein each commercial icon is associated with a commercial entity, and wherein the plurality of commercial icons are associated with at least two different commercial entities;

receiving a number of indications of a first type of action by the user identifying respective ones of the commercial icons;

receiving a number of indications of a second type of action by the user identifying respective ones of the commercial icons;

in response to the received indications of the second type of action by the user, presenting an advertisement;

determining whether the received indications of the first type of action by the user match at least one winning combination; and

providing an award if the received indications of the first type of action by the user match at least one winning combination.

148. (Previously Presented) The method of claim 147 wherein providing a plurality of commercial icons associated with at least one commercial entity for presentation to and selection by a user comprises providing at least one user selectable commercial icon associated with each of at least two different commercial entities for presentation via a graphical user interface.

149. (Previously Presented) The method of claim 147 wherein presenting an advertisement comprises linking the user to a corresponding page of a Website.

150. (Previously Presented) The method of claim 149 wherein linking the user to a corresponding page of a Website comprises linking the user to the corresponding page of the Website of the commercial entity with which the respective commercial icon is associated.

151. (Previously Presented) The method of claim 149 wherein linking the user to a corresponding page of a Website comprises linking the user to the corresponding page of the Website of a party that is different from the commercial entity with which the respective commercial icon is associated.

152. (Currently Amended) The method of claim 147, ~~wherein comprises~~ further comprising, for each of the received indications of the first type of action by the user, providing a promotional offer for a product provided by the commercial entity associated with the respective one commercial icon identified by the received indication.

153. (Previously Presented) The method of claim 147 wherein at least one of the number of indications of the second type of action by the user is received before at least one of the number of indications of the first type of action by the user.

154. (Previously Presented) The method of claim 147, further comprising:

receiving a number of indications of a first type of action by a plurality of additional users identifying respect ones of commercial icons for inclusion in respective user selected combinations of commercial icons before providing an award if the received indications of the first type of action by the user match at least one winning combination.

155. (Currently Amended) A computer-readable media storing instructions for causing a computer to facilitate advertising, by:

presenting a plurality of commercial icons, wherein each commercial icon is associated with a commercial entity, and wherein the plurality of commercial icons are associated with at least two different commercial entities;

sending a first type of indication in response to a first type of action by the user identifying respective ones of the commercial icons to form a user defined combination of commercial icons;

sending a second type of indication in response to a second type of action by the user identifying respective ones of the commercial icons;

presenting a commercial advertisement to the user in response to receipt of the second type of indication;

determining whether the user defined combination formed by the received first type of indications matches at least a portion of at least one winning combination; and

providing an award if the user defined combination formed by the received first type of indications matches at least a portion of the at least one winning combination.

156. (Previously Presented) The computer-readable media of claim 155 wherein the instructions cause the computer to send the first type of indication in response to the user selecting a button proximately associated with the respective commercial icon with a cursor and cause the computer to send the second type of indication in response to the user selecting the respective commercial icon with the cursor.